



BRAND IDENTITY GUIDELINES

SEP 2022

OVERVIEW

This document communicates the Brand Identity of **LOCA** articulating the Brand Logo Usage Guidelines for the design of all subsequent brand artefacts.



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01

BRAND LOGO USAGE GUIDELINES

BRAND LOGO

The LOCA Logo comprises two elements the logo symble and logotype. The logotype has been carefully chosen for its modern and yet refined highly legible style which has been further enhanced by the use of upper case letter.



CLEAR SPACE GUIDE

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



MINIMUM SIZE

At minimum size, the logo is still legible and provides a strong level of identity. When using a lower quality printing technique (i.e. screen printing), is recommended that the logo should be used in a larger size. The must never be used in a smaller size than the size is shown here.

NONN PRINTING



40 Pixel / Height



25 Pixel / Height

PRINTING



15 mm / Height



10 mm / Height

PLACEMENT

Top Left

Top Centered

Top Right

Bottom Left

Bottom Centered

Bottom Right



LOGO AND COLOR VARIATIONS



BRAND SYMBOL

SOCIAL MEDIA SQUARE



SOCIAL MEDIA ROUND



APP COLOR MARK | ROUNDED CORNER



APP COLOR MARK | SQUIRCLE





02

BRAND COLOR PALETTE

BRAND COLORS

Colour plays an important role in The LOCA Identity program. The colours are recommendations for various media. A palette of colours has been developed, which comprise the colour scheme.

#1D3549 RGB : 29, 53, 73 CMYK : 91, 72, 48, 44	#73828C RGB : 115, 130, 140 CMYK : 59, 42, 37, 5	#156AB4 RGB : 21, 106, 180 CMYK : 89, 58, 0, 0	#00AFFF RGB : 0, 170, 255 CMYK : 67, 22, 0, 0
#00C0F7 RGB : 0, 192, 247 CMYK : 66, 3, 0, 0	#00FF00 RGB : 0, 255, 224 CMYK : 54, 0, 27, 0	#000000 RGB : 0, 0, 0 CMYK : 75, 68, 67, 90	#6D6E70 RGB : 109, 110, 112 CMYK : 58, 49, 47, 15
#D8DADF RGB : 216, 218, 223 CMYK : 14, 10, 7, 0	#EBEBEB RGB : 235, 235, 235 CMYK : 7, 5, 5, 0		

GRADIENT COLORS





03

BRAND TYPOGRAPHY

TYPOGRAPHY

FUTURA PT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

~!@#\$\$%^&*(){}[]<>;"/

Futura PT Light

Futura PT Book

Futura PT Medium

Futura PT Demi

Futura PT Heavy

Futura PT Bold

Futura PT Bold

ROBOTO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

~!@#\$\$%^&*(){}[]<>;"/

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Regular Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

Roboto Bold Italic

HIERARCHY

HEADING

FUTURA PT BOLD / ROBOTO BOLD

Lorem ipsum dolor sit amet

FONT LEADING

FUTURA PT DEMI / ROBOTO MEDIUM

Lorem ipsum dolor sit amet

PARAGRAPH

FUTURA PT LIGHT / ROBOTO LIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

BUTTONS

FUTURA PT LIGHT / ROBOTO LIGHT

Read More

Read More



04

BRAND DO'S AND DON'TS

BRAND LOGO DO

The following examples demonstrate how legibility and recognition of the logo is compromised when placed on a best choice of background.

General Logo



Horizontal Logo

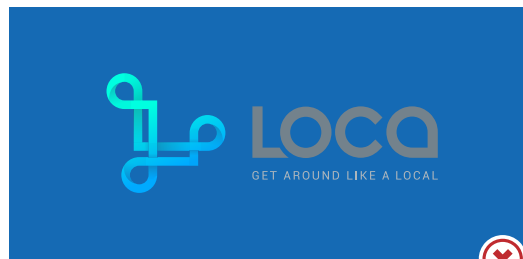


BRAND LOGO DON'T

The following images are examples of wrong usages and alterations that aren't accepted and must be avoided. Proper usage of the logo ensures to maintain the integrity of the design and brand unity and may not be altered.



Do not apply effect on the logo



Do not use same background



Do not change color of logo



Do not rotate the logo design



Do not distort or skew logo



Do not use any shape near logo



 [HTTPS://WWW.LOCA.LA](https://www.loca.la)
 [INFO@LOCA.LA](mailto:info@loca.la)
 LOCALAOS